

MARCH 10 1947

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

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44 WEST 52nd STREET

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NEW YORK 19, N.Y.

El dorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

SPECIAL ANNOUNCEMENT

FROM NOW ON, OUR FASHION JOB SERVICE
WILL BE PUBLISHED EVERY OTHER WEEK.

WEEK ENDING FRIDAY, MARCH 7, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On- March 26	ORIGINAL DESIGNS FOR WALLPAPER Exhibition of designs for wallpapers, originated and executed by 23 prominent designers. There will be discussions by three well-known experts on modern trends in wallpaper between 2:00 P.M. and 4:00 P.M.: on March 11th, by Joseph Mullen, President of the American Institute of Decorators; on March 18th, by Margaret Owen, decorator; and on March 25th, by William Katzenbach, of the wallpaper house of Katzenbach and Warren. Open to public. Publicity: Emily S. Nathan or Helen Erskine, PL. 3-4690.	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 485 MADISON AVENUE
Friday March 7 12:30 P.M. Luncheon	FASHION SHOW FOR RADIO BROADCASTERS A luncheon fashion show presented by the New York Dress Institute for the Association of Women Broadcasters (of the National Association of Broadcasters). Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	HOTEL PIERRE COTILLION ROOM

REMAINING PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED			
Friday March 7	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT PL. 5-8580
Monday March 10	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: DOROTHY IVERSON EL. 5-6800
Monday March 10	<u>CARRIE MUNN</u> At 3:00 P.M.	640 MADISON AVE.	PUBL.: ELEANOR LAMBERT PL. 5-8580

Friday March 7- March 9	CONFERENCE OF ASSN. OF WOMEN BROADCASTERS Women radio commentators from all over the country will meet in New York for three days at their fourth annual national conference. Theme: "The Woman Broadcaster Looks Ahead." There will be special fashion shows, panel discussions and workshops. Conference and luncheon on Saturday (tickets \$5.50). Alma Kitchell, President of the N.W.B., will preside at both morning and afternoon sessions. Speakers will include Margaret Culkin Banning, Author-Lecturer, George V. Denny, of the ABC program "Town Meeting of the Air," Mr. Justin Miller, President, National Association of Broadcasters and others. Contact: Association of Women Broadcasters, 535 Fifth Ave., MU. 2-1963.	NATIONAL ASSOCIATION OF BROADCASTERS	HOTEL ROOSEVELT
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 7 8:00 P.M.	TEEN-AGE FASHION PRESENTATION Showing of Easter fashions for teen-agers at Erasmus Hall High School (Flatbush and Church Avenues, Brooklyn). Open to public. Publicity: Miller Associates, MA. 5-5181.	THE JUNIOR NOOK (962 FLATBUSH AVE.)	ERASMUS HALL HIGH SCHOOL -- BROOKLYN
Saturday March 8 8:00 A.M. Breakfast	MILLINERY BREAKFAST FOR VISITING BROADCASTERS Spring and Summer millinery fashion showing for the Association of Women Broadcasters and local radio commentators. The following 17 uptown milliners will present their hats: Anita Andra, Braagaard, Hattie Carnegie, Mme. Lenesta, Lilly Dache, Emme, Peg Fischer, Walter Florell, Mary Goodfellow, Mago Hayes, John Frederics, Laddie Northridge, Mme. Pauline, Florence Reichman, Mme. Reine, Suzanne Remy, Sally Victor. Attendance by invitation only. Publicity: Mary Kelley, MU. 2-2603.	MILLINERY FASHION BUREAU	HOTEL COMMODORE WEST BALLROOM
<u>WEEK BEGINNING MONDAY, MARCH 10, 1947</u>			
March 10	BONWIT TELLER'S SPRING COLLECTION FOR THE PRESS AT 11:00 A.M. (See pg. 1)		
Monday March 10- March 16 11:00 A.M.- 11:00 P.M.	3RD ANNUAL NATIONAL ANTIQUES SHOW Over an acre of antiques exhibited by 160 dealers from all over the U.S., featuring American historical objects, and "liberated" antiques from Europe. Admission: \$1.50. Publicity: Morton Yarmon, BE. 3-6010.	LEADER ENTERPRISES, INCORPORATED	MADISON Sq. GARDEN 8TH AVE. & 49TH ST.
Monday March 10 12:30 P.M. Luncheon	FASHION PRESENTATION FOR JUNIOR LEAGUE Fashion showing by the International Wool Secretariat, with fashions from Lord and Taylor. By invitation only. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7476.	INTERNATIONAL WOOL SECRETARIAT	JUNIOR LEAGUE 221 EAST 71ST STREET
Monday March 10 1:00 P.M. Luncheon	SPRING AND SUMMER MILLINERY AT LUNCHEON Mary Goodfellow will present her new collection of Spring and Summer hats during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARY GOODFELLOW (23½ EAST 61 ST.)	ST. REGIS HOTEL IRIDIUM ROOM
March 10	CARRIE MUNN'S SPRING COLLECTION FOR THE PRESS AT 3:00 P.M. (See page 1)		
Beginning Monday March 10	TEXTILE PRINTS ON DISPLAY Fabric swatches showing designs adapted from objects of African origin. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1690 BROADWAY AT 52ND STREET
Week Of March 10	4TH ANNUAL ASSEMBLY OF FAMOUS FASHIONS Gimbels Brothers (Philadelphia), will present their Fourth Annual Assembly of Famous Fashions, featuring a glamorous production, once again directed by Lester Gaba. There will be no special press party this year; the shows will be given during the week of March 10. Attendance by reservation. Publicity: Harold Gilbert, Gimbels, Philadelphia -- Walnut 2-3300.	GIMBEL BROTHERS	PHILADELPHIA

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 10- March 15	"FASHIONATA OF 1947"-- THIRD ANNUAL SHOW Rich's will present its colorful fashion extravaganza under the firm's copyrighted caption "Fashionata of 1947" for the third successive year. Writer, director, producer: Frances Bemis. Sponsored by Young Matron's Circle on behalf of Tallulah Falls School. Contact: Mrs. Willard C. Patterson, Director of Public Relations, Rich's Atlanta.	RICH'S ATLANTA, GEORGIA	ERLANGER THEATRE ATLANTA
Monday March 10- March 22	FORTY-FOURTH ANNUAL AMERICAN TOY FAIR Preview for the trade of largest quantity of toys, games and hobby materials ever assembled, showing full lines of toy merchandise for the first time since the war. More than 800 exhibitors will display 100,000 varieties of American-made playthings at the Hotel McAlpin; at 200 Fifth Ave. (headquarters, Toy Mfrs. of U.S.); at 1107 Broadway, and at the Hotel Breslin. Publicity: Ruth Millard, AS. 4-8400.	TOY MANUFACTURERS OF THE U. S. A.	HOTEL McALPIN & HOTEL BRESLIN
Tuesday March 11 1:00 P.M. Luncheon	"SUMMER SILHOUETTES"-- MILLINERY FASHIONS Showing of Summer Silhouettes in Laddie Northridge's new millinery for town and travel. Press by invitation. Public by reservation. Contact: PL. 3-4600, Ext. 20. Northridge Publicity: Elizabeth Maher Assoc., EL. 5-4248. Ritz Publicity: Marion Morrison, PL. 3-4600.	LADDIE NORTHRIDGE (1 WEST 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
Tuesday March 11- March 12 2:30 P.M.	MODES ROYALE PATTERNS CLINIC Rosli Gelfer, fashion editor, Modes Royale Patterns, will discuss individuality in clothes, selection of correct styles, etc. (Originally scheduled for March 13 and March 14). Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	4TH FLOOR
Tuesday March 11 3:00 P.M.	SHOWING OF MISSES' AND WOMEN'S FASHIONS Presentation of misses' and women's fashions for Easter, Spring and early Summer. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH ST.	4TH FLOOR
Tuesday March 11- March 12	FIRST POSTWAR LEATHER SHOW Seventy-four members of the Tanners' Council will participate in the first showing of leather since 1942. The tanners of upper leather will display their lines for the Fall and Winter season of 1947. Exhibition on March 11 from 10:00 A.M. to 10:00 P.M.; on March 12 from 10:00 A.M. to 5:00 P.M. Contact: Tanners' Council of America, 100 Gold St., BE. 3-0494.	TANNERS' COUNCIL OF AMERICA	HOTEL COMMODORE
Wednesday March 12 1:00 P. M. Luncheon	EASTER MILLINERY AT LUNCHEON SHOW Hats for Easter, Spring and early Summer will be presented by Aranka during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Contact: Aranka, PL. 8-2966. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARANKA, INC. (19 EAST 56TH ST.)	WALDORF-ASTORIA SERT ROOM
Wednesday March 12 2:30 P.M.	SHOWING OF FASHIONS BY NETTIE ROSENSTEIN Presentation of Nettie Rosenstein's new fashion creations. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO. ✓	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 12 3:00 P.M.	SHOWING OF WOMEN'S FASHIONS FOR SPRING New clothes for the modern woman will be presented by Martin's. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	2ND FLOOR
Wednesday March 12 4:00 P.M. Cocktails	BRITISH MATERIALS IN LONDON FASHIONS Showing of dressmaker suits in knitted wool and wool tweed coats by Bery Ltd. of London. Attendance by invitation only. Following the show, Mme. Bery will keep her merchandise on display at the Waldorf for 10 days, followed by a visit to Los Angeles and San Francisco. Publicity: June Hamilton Rhodes, Bureau of Fashion Trends, WI. 7-7475.	MME. BERY (LONDON) 3 VERE STREET	WALDORF-ASTORIA LE PERROQUET SUITE
Wednesday March 12 5:00 P.M. Cocktails	FASHION SHOW: PARIS ORIGINAL MAKEUP Prince Matchabelli will present the Spring collection of fashions and accessories by Hermes of Paris, and new makeup color originated in Paris. Same fashions and makeup being shown concurrently in Paris. Attendance by invitation only. Publicity: Leonore Buehler, PL. 3-7010.	PRINCE MATCHABELLI, INC.	711 FIFTH AVENUE CROWN ROOM
March 12	THIRTY-FIFTH ANNIVERSARY OF GIRL SCOUTS OF AMERICA (March 12-March 18).		
Thursday March 13 2:30 P.M. 7:30 P.M.	MISSES' FASHIONS AND BRIDAL PARTY COSTUMES Showing of misses' day and afternoon fashions; and bridal party costumes. Press by invitation at the 2:30 showing. Publicity: Helen Denson, Denson-Frey and Affiliates, MU. 3-3295.	HEARNS 5TH AVE. AT 14TH ST.	5TH FLOOR AUDITORIUM
Thursday March 13 4:30 P.M.; 6:30 P.M.	"CALLING ALL GIRLS" SPRING FASHION SHOW Annual Spring "Calling All Girls" fashion show, previewing clothes for Easter, modeled by Calling All Girls' Club members. Commentator: Nancy Pepper, fashion editor, "Calling All Girls" Magazine. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	5TH FLOOR
Thursday March 13 5:00 P.M. Cocktails	MALE-TESTED FASHION SHOW Another male-tested fashion presentation by Cosmopolitan featuring cotton sports clothes. Show under the direction of Hinda Gould, fashion editor. Admission by ticket only. Contact: Louise Whitney, Merchandising Editor, CO. 5-7300.	COSMOPOLITAN MAGAZINE	STORK CLUB BLESSSED EVENT ROOM
Friday March 14 3:00 P.M.	"SUDDENLY IT'S SPRING" --FASHION SHOW Benefit show, sponsored by A & S, for the School Settlement Ass'n, presenting new fashions for Spring. Tickets: \$1.50 (including tax). Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	ST. GEORGE HOTEL 51 CLARK ST. BKLYN.
Friday March 14 4:30 P.M. Cocktails	BENEFIT SHOWING OF PARIS COLLECTION Wednesday's fashion show of Spring Collection by Hermes of Paris will be repeated at Prince Matchabelli's Crown Room (announcement above), under the auspices of "American Aid to France". Tickets: \$10.00. Admittance by special ticket only. Contact: Mrs. Ellen Engel, MU.3-3801.	AMERICAN AID TO FRANCE (39 EAST 36TH STREET)	PRINCE MATCHABELLI 711 FIFTH AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 15 10:30 A.M.	NAMM'S "CALLING ALL GIRLS" CLUB SHOW Showing of 'round-the-clock Easter fashions at teen-age show. Special entertainment. Open to public. Publicity: Hettie Camp, TR. 5-5700. Ext. 76.	THE NAMM STORE BROOKLYN	5TH FLOOR AUDITORIUM
Saturday March 15 10:30 A.M.	SHOWING OF NEW FASHIONS FOR CHILDREN Presentation of children's fashions for Easter and Spring. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	2ND FLOOR
March 15	FEDERAL INCOME TAX DUE (Saturday).		
March 17	ST. PATRICK'S DAY (Monday).		
Monday March 17 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON Gunther presents a collection of clothes, and furs especially designed to be worn with them. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Gunther Publicity: Nona James, VO. 5-3440. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER (666 FIFTH AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 17 4:00 P.M.- 6:00 P.M. Cocktails	PRESS PARTY: COSMETICS FOR THE YOUNG CROWD Cocktail party for beauty editors, presenting "Attractively Yours" -- something new for the young crowd in Macy's own cosmetic collection. Attendance by invitation only. Publicity: Helen Law, or Terry Mayer, CH. 4-2000, Ext. 2431 or 2554.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Beginning Monday March 17- March 22	FASHION EXHIBIT: SPRING ACCESSORIES A provocative exhibit for the public of Spring accessories to stimulate fashion interest. Exhibit will include stockings, shoes, gloves, handbags, scarfs, jewelry, etc. Press invited. Fashion Coordinator: Ruth Hammer, WI. 7-3300.	LORD & TAYLOR	3RD FLOOR FASHION GALLERY
March 17	NATIONAL HOBBY WEEK (March 17-March 22)		
Tuesday March 18 10:30 A.M. Breakfast	"HUSBAND-APPROVED" HATS DESIGNED BY LISH A presentation of the new Spring and Summer millinery, designed by Lish, for feminine wear and masculine approval. Featuring a special group of hats for Easter, approved by a panel board of husbands. Sponsored by Franklin Simon; Abraham & Straus (B'klyn); Kresge-Newark; and Gertz (Jamaica). Press by invitation. Contact: Ruth Farrell, Bert Nevins, Inc., WI. 7-9715.	FRANKLIN SIMON; A & S; KRESGE; GERTZ (JAMAICA)	SHERRY-NETHERLANDS BALINESE SUITE
Tuesday March 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF CUSTOM-ORDER FASHIONS Spring and early Summer fashions will be presented during luncheon by Jonai. Press by invitation. Public by reservation. For reservations, contact: Headwaiter, PL. 3-4600, Ext. 20. Contact: Jonai, PL. 5-3500. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	JONAI (408 PARK AVE.)	RITZ CARLTON HOTEL OVAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Postponed March 18	THE SAKS FIFTH AVENUE PRESS SHOWING OF SHOE COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 18, HAS BEEN POSTPONED UNTIL WEDNESDAY, APRIL 9, AT 4:00 P.M. (See Page 8).		
Wednesday March 19 12:30 P.M. Luncheon	HATS AND COIFFURES AT LUNCHEON SHOW "Made For Each Other" -- joint fashion showing of hairdos and hats to be presented during luncheon by the American Hair Design Institute and the Millinery Fashion Bureau. Press by invitation. Public by reservation. For reservations, contact: "Jack", headwaiter, RE. 4-5900. Publicity: American Hair Design Institute: Eleanor Rowlands, MO. 4-9292. Millinery Fashion Bureau, Mary Kelley, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	MILLINERY FASHION BUR. AMER. HAIR DESIGN INST.	HOTEL PIERRE COTILLION ROOM
Wednesday March 19 1:00 P.M. Luncheon	SURPRISE FASHION SHOWING AT LUNCHEON Advance summer fashions presented during luncheon by Revlon at a surprise showing. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Revlon Publicity: Beatrice Castle, PL. 5-8800. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	REVLON	WALDORF-ASTORIA SERT ROOM
Wednesday March 19 2:30 P.M.	SPRING AND SUMMER FASHIONS FOR WOMEN Women's fashions will be presented by Altman's. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
March 21	FIRST DAY OF SPRING (Friday).		
Saturday March 22 11:00 A.M.; 2:00 P.M.	FASHIONS FOR THE AMERICAN GIRL Presentation, sponsored by the Brooklyn Girl Scout Council, of fashions for the pigtails and teen-age American girl. Open to public. Publicity: Virginia Jewel, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	SPECIAL EVENTS CENTER 8TH FLOOR, EAST BLDG.
Saturday March 22 12:30 P.M. Luncheon	BENEFIT SHOW AND FASHION REVUE In celebration of its 100th anniversary, the College of the City of New York is raising \$1,500,000. to build a War Memorial Student Center for the benefit of 35,000 veteran and regular students. The Women's Division, pledged to raise a quarter of a million, is presenting a revue featuring outstanding fashions, stage and screen stars and specially written music. Fashions include Florence Lustig's custom-made collection shown for the first time, tying in with the opening of her new shop on East 57th St.; a group of ballet-inspired evening gowns by Lange; "Fashions of the Future" by Tina Leser, Helen de Huene, Dorris Varnum, Louis Scalise, Joseph Salvatore. There will be an auction of an original creation by Trigere; and hats by John-Frederics, Sally Victor, Lilly Dache. Basil Rathbone is master of ceremonies. Other guest stars include: Jinx Falkenburg, Tex McCrary, Otto Kruger, Florence Desmond, Renee de Marco, John Kieran, Harry Hirshfield, and Prince Yuka Troubetskoy. Admission: \$10.00, \$12.50, and \$20.00. Contact: Women's Division, Fashion Show, Waldorf-Astoria. Publicity: Rosalie Slocum, MU. 5-5879.	WOMEN'S DIVISION OF CCNY CENTENNIAL FUND	WALDORF-ASTORIA BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday March 22 12:30 P.M. Luncheon	SHOWING OF FASHIONS BY EMILY WILKENS Emily Wilkens' new Spring and Summer collection will be presented during luncheon. Press by invitation. Public by reservation. For reservations, contact: "Thomas", PL. 3-1740, Ext. 44. Bonwit Publicity: Dorothy Iverson, EL. 5-6800. Plaza Publicity: Dorothy King or Adele Brown, PL. 3-1740.	BONWIT TELLER	HOTEL PLAZA TERRACE ROOM
Monday March 24 1:00 P.M. Luncheon	"WHITE FLASHES" FOR SPRING AND SUMMER Russeks flashes white into the Spring and Summer scene at a luncheon fashion show. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. Russeks Publicity: Helen Moran, WI. 7-1900. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	RUSSEKS 5TH AVENUE	ST. REGIS HOTEL IRIDIUM ROOM
Tuesday March 25 12:30 P.M. Luncheon	PRESS PREVIEW OF NEW COSMETIC LINE Coming Out Party to introduce the "Debutante" of the year at a luncheon for the press. Daggett and Ramsdell's new line of cosmetics will make its debut with a collection of Ceil Chapman's new evening gowns, specially designed for the Debutante cosmetics. Attendance by invitation only. Publicity: Neva Bradley, CH. 3-2240.	DAGGETT & RAMSDELL	HOTEL PIERRE COTILLION ROOM
Tuesday March 25 1:00 P.M. Luncheon	"RUSTLING RUSSES" FASHION SHOW Macy's will present "Rustling Russes --an ear-catching, eye-catching collection of clothes with a delicate air" at a luncheon show. Press by invitation. Public by reservation. For reservations, contact: headwaiter, PL. 3-4600, Ext. 20. Macy Publicity: Helen Law or Terry Mayer, CH. 4-2000, Ext. 2431 or 2554. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	MACY'S NEW YORK	RITZ CARLTON HOTEL OVAL ROOM
Wednesday March 26 1:00 P.M. Luncheon	"PORTRAIT FURS" AT LUNCHEON SHOW Luncheon showing of "Portrait Furs", inspired by famous artists' colors. Baby caracul lamb for Spring and Summer wear; Spring suits in matching colors. Dresses by Samuel Kass. Hats by Rose Sapphire. Press by invitation. Public by reservation. For reservations, contact "Jack", headwaiter, RE. 4-5900. I. J. Fox Publicity: Billie Gould, Inc., LA. 4-8773. Hotel Pierre Fashion Publicity: Florence Lanther: EL. 5-3644.	I. J. FOX	HOTEL PIERRE COTILLION ROOM
Wednesday March 26 2:30 P.M.	NEW DEBUTANTE FASHIONS Altman's will present a showing of new debutante fashions. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Thursday March 27 2:30 P.M.	FASHION SHOWING OF ALTMAN ORIGINALS Re-showing of Altman Originals, as presented to the press on Thursday, February 27, at a luncheon show. (Postponed from March 5). Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Thursday March 27 4:00 P.M. Cocktails	PRESS PREVIEW: SPRING FURS AND GOWNS Ackerman-Blatt's Spring showing of furs and gowns. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ACKERMAN-BLATT	60 EAST 56TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 31 1:00 P.M. Luncheon	LUNCHEON SHOWING OF EASTER HATS "Easter Surprises" -- new millinery by Rose Sapphire will be presented during luncheon, in addition to hats for Spring and early Summer. Press by invitation. Public by reservation. Contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSE SAPPHIRE (501 MADISON AVE.)	ST. REGIS HOTEL IRIDIUM ROOM
Monday March 31 4:00 P.M. Cocktails	RECEPTION AT OPENING OF NEW BUILDING Formal press opening of B. Weinstein's new five-story building, with a showing of custom-made clothes and furs, ready-to-wear, and special accessories. By invitation only. Publicity: Viola Shefer, PL. 3-3173.	B. WEINSTEIN	7 EAST 57TH ST.
Wednesday April 2 1:00 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEONS Presentation of fashions for Easter, Spring and Summer by Madame et la Jeune Fille. Press by invitation. Public by reservation. For reservations, contact: Frank, headwaiter, EL. 5-3000. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	MADAME ET LA JEUNE FILLE	WALDORF-ASTORIA SERT ROOM
April 6	EASTER SUNDAY		
Wednesday April 9 4:00 P.M. Cocktails	PRESS SHOWING OF SHOE COLLECTION Press preview to introduce the first postwar collection of Italian handmade shoes by Ferragamo, plus a new collection of American shoes designed by Mabel and Charles Julianelli, exclusively for Saks Fifth Avenue. For press only, strictly by invitation. (This showing had originally been scheduled for Tuesday, March 18). Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	HOTEL PLAZA WHITE & GOLD SUITE
Thursday June 12- June 18 11:00 A.M.- 11:00 P.M.	THE FASHION FAIR Exposition of every aspect of the fashion apparel and related industries -- from lingerie to mink and diamonds -- with theme, music, choreography, and design to dramatize the products. The Fair will occupy the entire Madison Square Garden Exposition Hall, at one end of which there will be a stage where the creations of America's leading designers will be presented at four fashion shows daily. The remainder of the Madison Square Garden Exposition Hall will be devoted to an exposition area, or "Midway of Fashion", featuring sponsors' salons and exhibitors' and participants' displays. National this year, the Fashion Fair will be world-wide in 1948. Chairman: Tex McCrary, radio producer and commentator. Producer, Leon Leonidoff, Radio City Music Hall producer. Designer, Raoul Pene duBois, stage designer. Executive Director: Lester Stone, Executive Secretary to Mayor LaGuardia for twelve years. Merchandising Director, Sam Cook Singer. Fashion Councilor, June Hamilton Rhodes, Bureau of Fashion Trends; Executive Secretary, Shirley Spaulding, Fashion Director of "Fashion Trades". Cost of exhibitors: \$750 to \$6,500. Tickets: \$2.00 (plus tax). A percentage of box office proceeds will be donated to charity. Contact: Lester Stone, The Fashion Fair, 630 Fifth Avenue, CI. 7-2496.	LEADER ENTERPRISES, INC.	MADISON SQ. GARDEN EXPOSITION HALL

MUSIC...THEATRES...MOVIES...NIGHT SPOTS

- Friday
March 7 PREMIERE: "PURSUED" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Brothers' release of a tense action-drama of murder and revenge in the old West, with Teresa Wright, Robert Mitchum, Judith Anderson, and Dean Jagger. Producer: Milton Sperling. Director: Raoul Walsh. Costumes: Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.
- Sunday
March 9 OPENING: "AS WE FORGIVE OUR DEBTORS" PRINCESS THEATRE, 106 WEST 39TH ST.
Third in the Experimental Theatre series sponsored by the American National Theatre and Academy. The comedy by Tillman Breiseth is about an American-Norwegian family who gather at the funeral of an elderly spinster. By subscription only. Producer-Director: Jose Ferrer. Publicity: Zelda Dorfman, WI. 7-2754.
- Sunday
March 9- BALLET RUSSE DE MONTE CARLO NEW YORK CITY CENTER THEATRE, 131 W. 55 ST.
March 15 Sunday (Mat): The Snow Maiden, Comedia Balletica, The Nutcracker.
Sunday (Eve): Concerto Barocco, Virginia Sampler, Pas de Deux Classique, Gaité Parisienne. Tuesday: Les Sylphides, Virginia Sampler, Coppelia. Wednesday: Comedia Balletica, Frankie and Johnny, Virginia Sampler, Rodeo. Thursday: Ballet Imperial, Night Shadow, Blue Bird, Gaité Parisienne. Friday: Swan Lake, Bourgeois Gentilhomme, Scheherazade. Saturday (Mat): Les Sylphides, Comedia Balletica, Raymonda. Saturday (Eve): Baiser de la Fee, Frankie and Johnny, Blue Bird, Gaité Parisienne. Publicity: Margaret Hornyak, CI. 7-5911.
- Monday
March 10 OPENING: RECITALS BY MAURICE CHEVALIER HENRY MILLER THEATRE, W. 43RD ST.
Arthur Lesser will present Maurice Chevalier in a program of Songs and Impressions. Mr. Chevalier's first performance, in a four-week series, will serve as a benefit preview for the American Aid to France Committee. Publicity: Leonard Traube, BR. 9-4265.
- Wednesday
March 12 OPENING: "THE CHOCOLATE SOLDIER" CENTURY THEATRE, 7TH AVE. & 59TH ST.
Hans Barch and Jack Del Bondio present a revival of the satirical operetta based on Bernard Shaw's "Arms And The Man", with music by Oscar Straus. Cast includes Frances McCann, Billy Gilbert, Keith Andes and Gloria Hamilton. Director: Felix Brentano. Costumes: Lucinda Ballard. Publicity: Tom Weatherly, CO. 5-7640.
- Thursday
March 13 OPENING: "BRIGADOON" ZIEGFELD THEATRE, 6TH AVE. & 54TH STREET
Cheryl Crawford presents a new musical about a little Scottish town, with Marion Bell, David Brooks, Lee Sullivan and Pamela Britton. Director: Robert Lewis. Book and lyrics: Alan Jay Lerner. Music: Frederick Loewe. Dances and musical numbers: Agnes de Mille. Scenery: Oliver Smith. Costumes: David Ffolkes. Publicity: Wolfe Kaufman, BR. 9-4825.
- Thursday
March 13 PREMIERE: "IT HAPPENED IN BROOKLYN" (Movie) CAPITOL THEATRE, B'WAY & 51ST
MGM musical comedy about a shy Brooklyn boy who introduces an English nobleman to the glories of his native borough. Cast includes Frank Sinatra, Kathryn Grayson, Peter Lawford, Jimmy Durante and Gloria Grahame. Director: Richard Whorf. Producers: Jack Cummings. Costumes: Irene. Publicity: Olga York, BR. 9-7800.